

**Before the
Federal Communications Commission
Washington, DC 20554**

In the Matter of)
)
Advanced Television Systems and) MB Docket No. 87-268
their Impact upon the Existing)
Television Broadcast Service)

**PETITION FOR RECONSIDERATION OF DTV SEVENTH REPORT
AND ORDER BY HUBBARD BROADCASTING, INC. FOR WHEC-DT**

WHEC-TV, LLC, a wholly-owned subsidiary of Hubbard Broadcasting, Inc. ("Hubbard") and licensee of WHEC-DT Rochester, NY (Facility ID No. 70041) ("WHEC"), by its undersigned attorneys, submits this Petition for Reconsideration of the Seventh Report and Order in the above-referenced proceeding¹ as it relates to WHEC. WHEC operates its licensed analog facilities on Channel 10 and its licensed DTV facilities on out-of-core Channel 58.²

WHEC elected to return to its analog Channel 10 for its post-transition DTV operations, and the Commission approved that election. The DTV Table of Allotments adopted in the Seventh Report and Order reflects this election. WHEC plans to operate post-transition with its existing analog antenna, which is non-directional. WHEC's Channel 10 allotment in the new DTV Table reflects a directional antenna causing an antenna pattern mismatch. Therefore, Hubbard respectfully requests that the Commission amend the DTV Table of Allotments to reflect the specifications in the attached Technical Exhibit.

¹ See *Advanced Television Systems and their Impact Upon the Existing Broadcast Service, Seventh Report & Order and Eighth Further Notice of Proposed Rulemaking*, MB Docket No. 87-268, FCC 07-138 (rel. August 6, 2007) ("Seventh Report and Order").

² See File No. BLCT-2420 for licensed analog facility and File No. BLCDT-20051027AAX for licensed digital facility.

Respectfully submitted,
HUBBARD BROADCASTING, INC.



Charles R. Naftalin
David O'Connor
Dianne Smith
Holland & Knight LLP
2099 Pennsylvania Avenue, NW
Suite 100
Washington, DC 20006-6801
Tel: 202-457-7040
202-828-1889
202-457-7005
E-mail: charles.naftalin@hklaw.com
david.oconnor@hklaw.com
diannev.smith@hklaw.com
Its Counsel

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Attachment
Technical Exhibit

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